

The District's Business

Promoting Strategic Economic Prosperity



Washington, DC welcomes Home Depot to Rhode Island Place in Northeast DC

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Message from Mayor Williams

Spring is a time for renewal and rededication. There is a renewed sense of pride in the Nation's Capital these days. At no time has that been more evident than after September 11th, when the District of Columbia, which was targeted because it is a symbol of America, fought back with what is best about America -- strength and courage.

Today, our economic outlook is much brighter than it was last fall: Reagan National Airport is authorized to operate at 100%, hotel occupancy is over 85% and tourists and residents alike are enjoying the 3,000 restaurants our city has to offer. This year's National Cherry Blossom Festival, brought in a record 1,000,000 visitors to the city.

In addition to the return of tourism, the good news for the District of Columbia is that we ended our 2001 fiscal year with a surplus of \$76.6 million and a fund balance of \$562 million. We will fully fund our congressionally mandated cash reserves by the end of this fiscal year, and because of mid-year corrective measures already underway, we will end the current fiscal year without a deficit. This stability in our government is only possible because of what we have already achieved, including revitalizing our revenue and tax collection systems and accomplishing all this with five successive balanced budgets.

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"Then came 9/11 and a kick in the teeth. Tourism plunged. The economy reeled. But all that failed to hide an inescapable fact: DC is no longer the sleepy precinct of politicians and policy wonks. For my money, it's the hidden jewel of the East Coast, the only truly European city in America. With its West Wing connections, Michael Jordan airs, and soon-to-be constructed Gehry-designed Corcoran Museum wing, DC is becoming, well, cool."

Keith Bellows, Editor's Note, National Geographic Traveler, May/June 2002



Office of the Deputy Mayor for Planning and Economic Development
Government of the District of Columbia, Anthony A. Williams, Mayor

Fiscal Year 2003 Budget

Our \$5.7 billion budget closes a potential \$200 million gap in a responsible and sensible way that allows us to continue making progress in the areas that are most important to me and to our citizens:

- Investing in neighborhoods and key city services
- Postponing some new tax cuts, while providing strategic relief in a few critical areas
- Controlling government spending

The District continues to invest in neighborhood improvements and critical services. These investments reflect the budget priorities articulated by thousands of citizens at the Citizen Summit as well as the top priorities of the Strategic Neighborhood Action Planning process.

Building for the Future

There is a resonating voice of optimism from people, once out of work, who have one of 5,000 new jobs created last year or those who hope to move into the 19,000 new homes and apartments planned or under construction around the city. We are seeing people who are hiring moving vans again, but this time to move back into our city. These reasons are the same reason the Olympic games and Major League Baseball are setting their sights on the District.

District businesses will soon have two new sources of capital. Legacy Banc, serving the

financial needs of small businesses, residents and community development organization, is expected to open as a full service financial institution this fall. Capital City Ventures, a new District-based venture fund, will provide equity investment to early stage companies primarily located in the metropolitan Washington area and extending to the mid-Atlantic region. Capital City's investment strategy will focus on smaller, early stage growth businesses that are seeking equity capital of under \$1 million.

Gallery Place will have a grand opening in 2003. The multi-use 650,000 square foot project is key to the future of the East End of Downtown. With its eight movie theaters, restaurants and shops, 192-units of housing and 200,000 square feet of office, Gallery Place will spur the development of the East End as a vibrant entertainment and retail destination.

We are seeing commercial and neighborhood revitalization throughout every corner of the City. Renewed confidence in the District's neighborhoods has resulted in the development of Rhode Island Place Shopping Center, the first shopping center to be developed in the city in twenty years. Rhode Island Place will be anchored by Home Depot (opening June 6, 2002) and Giant Food Store (opening October, 2002).

My *reSTORE* DC initiative is designed to promote

and market traditional neighborhood business corridors; improve the appearance and economic health of neighborhood business districts; and strengthen with organizations engaged in revitalization activities. *reSTORE* DC fosters partnerships among the District government, civic and professional organizations, residents, business owners and managers to facilitate commercial growth throughout the District. Another initiative that focuses on neighborhood revitalization is the vacant and abandoned property initiative known as *Home Again*. The *Home Again Initiative* is designed to convert some of the District's 3,970 vacant and abandoned properties into quality, affordable homes.

The District's future is bright, we are helping to build more than 11,000 homes and apartments for low-and moderate-income families. We passed landmark housing legislation to help develop new homes, preserve affordable housing, and convert over 4,000 dilapidated buildings. However, we will not bridge the housing divide until we make the District a national leader in home ownership.

Our future lies in sustained economic development, improved schools, and vibrant communities.

Anthony A. Williams

Market Drill Down Uncovers \$900 Million

A study conducted by Social Compact examined the hidden economies in two of the city's underserved neighborhoods— Petworth/Columbia Heights and Anacostia/Hillcrest. The study was designed to attract economic development by presenting a detailed review of the market potential using an innovative research and documentation method known as Neighborhood Market Drill Down. Similar studies have been undertaken in Chicago, Houston and New York

In Anacostia/Hillcrest, the Neighborhood Market Drill Down found:

- 13.1% larger population than Census 2000 findings: 37,511 (Drill Down) vs. 33,172 (Census 2000).

- Contrary to Census 2000, the market has increased in size over Census 1990 figures by 2.6%, an increase when compared with Census 2000 that suggests that the market is shrinking by 9.3%.

- Aggregate household income in \$693 million, 17% over the standard Census Upgrade figure of \$591 million.

- Declining crime rate – 35.1% reduction in crime since 1995.

Anacostia/Hillcrest Retail Market Opportunity

- Adjusted aggregate market income is \$693,138,437.

- Local buying power (based on the CES model of disposable income available after housing, taxes, utilities and transportation) totals \$292,296,479.

- Total retail sales in the market in 2000 were \$119,500,000. This represents a gap of \$172,796,479; or \$172,796,479 in local buying power that is being spent outside of the market, due in part to the absence of quality retailers serving the market.

- On average each household spends \$11,524 outside the market.



Housing DC: 19,000 Units in Pipeline

People are rediscovering the high quality of life the District has to offer. Washington, DC, a city of neighborhoods, offers a wide variety of housing options from turn-of-the-century row houses to modern, mid-rise apartment buildings and everything in between.

For the first time in more than 20 years, estimates show the number of District residents is on the rise, reversing a trend of negative population growth. This new demand for housing has produced one of the hottest housing markets in the country. Apartment vacancies remain below two percent and home values continue to grow at an incredible rate. In 2001, nearly 70% of all homes listed sold in the first 30 days on the market, illustrating the tremendous demand for housing in the District.

DC Residential Market (1)	
Number of Residents	572,000
Number of Housing Units	274,845
Apartment Vacancy Rate (2)	1.9%
Single Family Home Sales in 2001 (3)	
Number of completed contracts	5,189
Average sales price	\$347,700
Median sales price	\$221,900
One year change in average sales price	+20.0%

Source:

(1)2000 Census Supplemental Survey; (2)Delta Associates; (3)Greater Capital Area Association of Realtors/ Metropolitan Regional Information Systems

Over the past two years, the District has experienced significant growth in the areas of housing and commercial development. In addition to there being over 20 million square feet of commercial space in development, the District is experiencing an unprecedented housing market: home sales are at an all time high and more units are being built than ever before in recent

There have been over 3,100 units of housing completed in the past two years, there are over 5,700 units in construction and there are an additional 10,100 units in advanced stages of planning.

As this housing and commercial activity occurs all across the District, it is also critically important that it benefit all residents of the District and that the housing opportunities be affordable to families and individuals that have a broad range of incomes. Of the over 19,000 units completed or in the pipeline, more than 12,000 are affordable to families earning less than 80% of Area Median Income (AMI) and over 4,300 units are affordable to families whose incomes are below 40% of AMI.

A careful analysis of today's market has shown that rising land values and market dynamics can support development for upper income households, but new housing for low and moderate income families are nearly impossible to develop without public subsidy.

The Williams Administration has focused its efforts on maintaining the momentum behind the development of new housing for a broad range of incomes and the preservation of the affordable housing that exists in the city. The Council approved a comprehensive legislative reform package initially submitted by the Mayor that provides new tools for the creation of housing and significant new resources for the production of housing for people of all incomes. Among the central elements of the bill are:

■ Dedicating \$12 - \$15 million a year to



Top Residential Developments



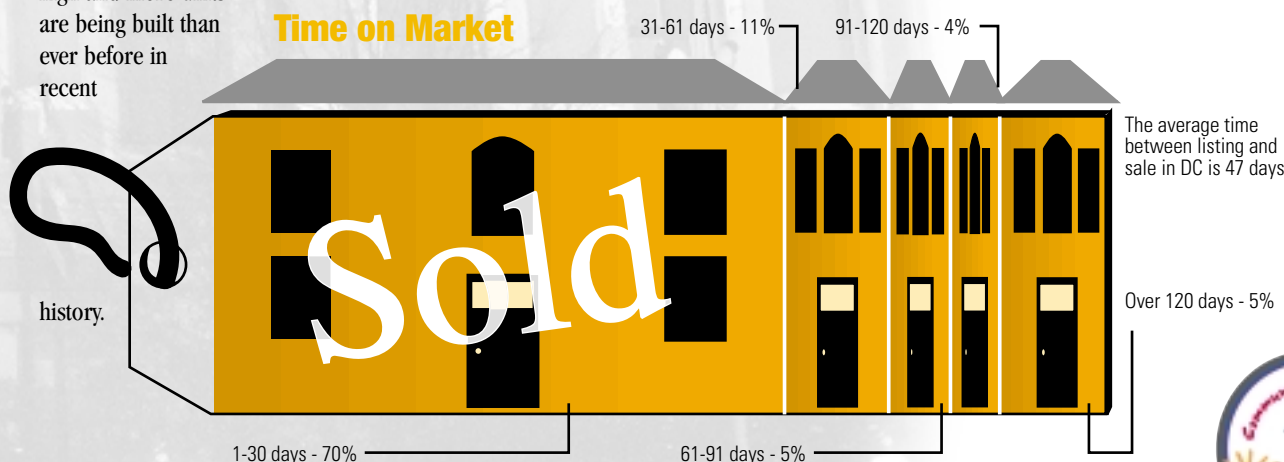
	Units	Cost
Navy Yard Hope VI Community * The project will replace 707 public housing units lost through demolition and create a new town, mixed-income residential community. (Target delivery - 2009)	700	\$80 million
Potomac Place * The project will include the creation of 300 new apartments in two buildings and the renovation of a 400-unit apartment building at 880-9th St. (Target delivery - 2009)	600	\$92 million
Frederick Douglass & Stanton Community * The project includes townhouses and semi-detached homes for sale and for rent across from the Camp Springs development. (Target delivery - 2009)	500	\$110 million
New East Capital * This mixed-use commercial project will be developed on 30.4 acres in East Capital and Blaine Streets, NE. The project consists of subdividing the East Capital Dwellings, Capital View Plaza and Capital View Townhomes. (Target delivery - 2007)	473	\$87 million
Sovereign House * This two-phase development will include 140 apartment units above an existing office building and another 330 units with a 250-space garage on an adjacent undeveloped parcel. (Target delivery - 2009)	406	\$42 million
Columbia Heights Village * Project includes renovation of seven townhouses, a 18-story high-rise apartment building and 15 garden-style units.	405	\$120 million
Jefferson at Penn Quarter * This mixed-use development will be the largest residential project in downtown DC. It will include 800 luxury apartments and a new 450-space parking garage. (Target delivery - 2009)	347	\$85 million
Avalon Bay Residential * This two-phase project will include 347 new market-rate apartments. (Target delivery - 2009)	269	\$76 million
Pent Massachusetts Avenue * This project is a 17-story high-rise apartment building located 1001 Massachusetts Avenue at the intersection of 15th Street. (Target delivery - 2009)	192	\$225 million
Gallery Place * This mixed-use development will include 192 new apartment units, 250,000 square feet of retail space and 200,000 square feet of office space. (Target delivery - 2009)	170	\$25 million
Sovereign Circle * This project includes 170 full-style apartments and 90 below-grade parking spaces. (Target delivery - 2009)	3,909	\$1.3 billion
Total:	19,000	\$1.3 billion

affordable housing production through the Housing Production Trust Fund;

■ A tax credit to ensure that low income long term homeowners are not forced from their neighborhood because of rising property taxes;

■ Tax abatements to help stimulate the production of downtown housing, mixed income apartment buildings as well as the rehabilitation of homes in the Enterprise Communities.

For a detailed housing pipeline report, please visit the Office of the Deputy Mayor for Planning and Economic Development web site at www.dcbiz.dc.gov.



Interactive Development Map Debuts on www.dcbiz.dc.gov

Developers, potential investors, businesses and residents can now use an online map to view development projects planned or under construction as well as locate zones where business incentives are available. The new interactive map is featured on the City's website: www.dcbiz.dc.gov. Using the map, users can obtain detailed information about individual projects and see the geographic boundaries of the Federal Enterprise Zones as well as High

Technology Development Zones. The map currently displays 99 projects that represent over \$5.5 billion in development. Also mapped are public schools, police and Metro stations.

"We're proud to offer this innovative e-government service to those who live and work in our city," said Mayor Williams. "With this map, investors and contractors can see the many opportunities our city offers, and residents can

see how we're creating neighborhood economic development."

Included in the site is a tax calculator that allows high technology companies that qualify for the tax incentives to estimate and compare their taxes in DC with surrounding jurisdictions. This feature was developed with assistance from Pricewaterhouse Coopers, LLP.

Home Again Initiative Targets 4,000 Properties

Stabilizing Neighborhoods

In response to citizen concerns, Mayor Williams launched Home Again, a new initiative to renovate some of the estimated 4,000 vacant and abandoned buildings that scar our neighborhoods. Through the *Home Again Initiative*: Renovating our city's abandoned properties, the District will gain site control of the vacant and abandoned properties and sell them to qualified developers who will renovate them into quality, affordable homes.

Study Identifies 4,000 Vacant and Abandoned Properties

The Department of Consumer and Regulatory Affairs commissioned in 1999 a study to identify the city's vacant and abandoned properties. That study identified 1,853 single family homes, 1,153 multi-family buildings with six units or more, and 923 properties zoned for commercial or retail uses as vacant. The majority are small, privately owned properties.

Over the past year, as city planners worked with residents to develop strategic neighborhood action plans (SNAP) for the city's 39 neighborhood clusters, the importance of addressing the city's vacant and abandoned properties to citizens became evident. Eleven of the 39 neighborhood clusters identified vacant abandoned properties as a priority in their SNAPs.

The Administration recognized that it lacked a means of transforming the estimated 4,000 properties into new homes. The result is a public-private partnership program to renovate the abandoned properties. The District government

will acquire these properties and make them available to developers. The private sector will use its experience and renovate the properties.

Identify Properties

The *Home Again Initiative* will begin development of 150 single-family homes by October 2002 and 250 homes by October 2003. The Initiative will begin with the sale of 50 properties. The Initiative will initially work to gain site control of properties in five targeted neighborhoods: Columbia Heights, Shaw/LeDroit Park, Near Northeast, Ivy City/Trinidad, and Rosedale. These neighborhoods have the highest concentrations of vacant properties and their communities have identified vacant properties as a high priority in the SNAP plans. Working in geographically concentrated areas will enable the Initiative to achieve visible improvements that will spur additional private investment and help residents working to improve their communities.

Once the Initiative has site control over properties, it will bundle them together in packages of five to 20 properties primarily based on geographic proximity as well as development potential in an effort to promote cross-subsidies between properties.

The Disposition Process

The Initiative will sell the bundles of properties to developers in a three-step process:

1. Developers are pre-qualified to bid on the properties based on their response to the Request for Qualifications (RFQ). After the first round of developers has been selected, the Initiative will reopen the pre-qualification process for a second



1201 Queen St., NE is one of the abandoned houses to be renovated through *Home Again Initiative*.

round of bidders in six months.

2. Pre-qualified developers will bid on the bundles of properties. The Initiative will select bids based on the scope, quality, and costs of construction of the properties, as well as the final sales prices of the properties.

3. In order to close on a bundle of properties, developers will be required to show that they have construction financing in place, that they are not in default on any obligations to the District and that they will give priority to residents of the District for all new jobs created.

Stabilizing Neighborhoods, Promoting Affordable Housing

The *Home Again Initiative* is designed primarily to stabilize neighborhoods by removing blight; however, it is also meant to create opportunities for more affordable housing. The *Initiative* will ensure that at least 30% of the units are available to low- and moderate-income families by requiring developers to sell some homes to low and moderate-income families and provide them access to pre and post home purchase counseling.



Anacostia Waterfront Initiative: More than a Vision

"When I think of the Anacostia River, I think of the splendid scenery and the fragile natural beauty of the river. But I also think of the people and the neighborhoods that owe their history and identity to their location along the Anacostia's edge. People make up our city's neighborhoods and neighborhoods make our City great."

Anthony A. Williams, March 2001



On March 22, 2000, Mayor Williams, along with a dozen federal agencies signed the Anacostia Waterfront Initiative Memorandum of Understanding, creating a partnership that will govern the creation of a new vision and legacy for the Anacostia River and its waterfront communities. Two years later, the recently released Anacostia Waterfront Initiative Preliminary Framework lays out that vision through five themes that address the broad range of issues related to waterfront revitalization that have been identified through extensive community work, research and study:

- **A Clean and Active River:** eliminating pollution, controlling run-off, restoring streams and wetlands and promoting water activities.
- **Removing Barriers and Gaining Access:** providing access for the community to the waterfront on beautiful streets and bridges that become gateways to the river's parks.
- **A Great Riverfront Park System:** creating a system of interconnected and continuous waterfront parks which are joined by the Anacostia Riverwalk and Trail.
- **Cultural Destinations of Distinct Character:** bringing life to the waterfront and celebrating the cultural heritage of the City and the Nation.
- **Building Strong Waterfront Neighborhoods:** promoting sustainable economic development and reconnecting the City to the river and the waterfront park system.

While the plan is a long-term effort, some projects are underway and each will contribute to the achievement of the vision. Such projects as

the Washington Navy Yard, the newest and oldest Navy Yard in the country, doubled its daily population to over 10,000 civilian and military personnel with its \$200 million restoration and development; \$10 million in public and private investment have resulted in the reconstruction of the public space infrastructure and over 600,000 square feet of commercial development; GSA has issued an RFQ to secure a private developer for the Southeast Federal Center, a 44-acre site to be developed for housing, commercial office and retail; the Arthur Capper and Carrollsburg HOPE VI project will create 1,500 units of housing; and the revitalization of Waterside Mall, including the reintroduction of 4th Street as an open-to-air pedestrian-oriented retail center with shops and restaurants and the renaming of the mall to Waterfront.



Employed in DC

The District's unemployment rate continued to drop in March with a seasonally unadjusted rate of 6.4% – down a full percentage point from the previous month and up minimally from 6.2% in March 2001. The District fared well in comparison with the rest of the country. While the District's unemployment rate dropped significantly and payroll employment rose in March, both the unemployment rate and payroll employment were virtually unchanged nationally. The District is one of the top five metropolitan areas with the most vibrant economy.

Of the 647,000 jobs in the District, 66% are in the private sector and 47% of these jobs are in the service industry.

A recent study released by the Center for Regional Analysis of George Mason University linked the

significant growth that has occurred in business services, engineering and management services, health services, social service and education services to federal contracting. Whereas, growth in two other service sectors—legal and membership organizations—was linked to an increase in activities related to the city's role as the nation's capital.

The largest concentration of high paying jobs in the Washington metropolitan region are in DC. Legal, life, physical and social science, arts, entertainment, media, business and financial operations and management account for approximately one-third of all jobs in the city and one-half of the total wage income. Regionally, the same five occupations account for only one-fifth of the jobs and one-third of the total wage income.

DC Payroll Employment by Industry March 2002



Mayor Announces DC *Main Streets* Designees

A Program Component of "reSTORE DC"

On April 26th, Mayor Anthony A. Williams announced the first five designees of the DC Main Streets program. The designees, comprised of neighborhood business districts organized by local volunteers and community development professionals, were competitively selected to receive financial and technical assistance to support retail investment in the District.

The DC Main Street designees are:

- 14th & U Streets, NW

Shaw Heritage Trust, Inc.

- Fourteenth Street Heights

Upper 14th Street Economic Development Task Force

- North Capitol Street / Bloomingdale

North Capitol Neighborhood Development, Inc.

- Barracks Row (8th Street, SE)

Barracks Row Main Street, Inc.

- H Street, NE

H Street Main Street Committee, H Street Merchants and Professionals Association

The DC Main Streets initiative is designed to revitalize neighborhood business districts and is based on the nationally proven model developed by the National Trust for Historic Preservation.

DC Main Streets provides five years of comprehensive technical and financial assistance for neighborhood business districts to implement revitalization programs for their older and traditional neighborhoods, allowing citizens to help manage retail investment growth.

"Earlier this year, I announced the reSTORE DC initiative to provide support for small businesses and to help neighborhoods help themselves," said Mayor Williams. "Today, I am pleased to announce the first five designees of the DC Main Streets program, which is one of four components to reSTORE DC. I look forward to seeing the growth that reSTORE DC brings to neighborhoods throughout the City."

Fourteen applications were submitted and five designees chosen for 2002. The criteria for selection included a strong commitment from various public and private sector entities -- merchant and neighborhood organizations -- willing to work together to support a local Main



Members of the Upper 14th Street Economic Development Task Force celebrate with the Mayor their Main Street Designation at the Mocha Hut

Street program for a minimum of five years. Other criteria included the need for commercial district revitalization and past history of community and economic development. Another group of neighborhoods will be designated next year. "This was a hard choice, as there were many strong applications," said Martin Mellett, chair of the independent selection committee and manager of the community development support collaborative for the Local Initiatives Support Corporation.

"The Mayor's DC Main Streets initiative and reSTORE DC are essential tools for neighborhood businesses that are trying to help themselves," said Audrey Nwanze, member of the Upper 14th Street Economic Development Task Force and owner of the Mocha Hut coffee shop. "Residents in our neighborhood take economic development seriously, and the comprehensive approach we intend to use has been met with enthusiasm from residents and the business community alike."

Eric Price, Deputy Mayor for Planning and Economic Development said, "Everyone wants to live near stores where they can purchase everyday products at reasonable prices or go to a

neighborhood coffee house with a real community feel. DC Main Streets will encourage commercial businesses to fulfill the needs of residents in the community."

The other three components of the reSTORE initiative are Commercial District Technical Assistance Program, Commercial Property Acquisition and Development Fund and the Small Business Development Program.

Bizbyte

CEO optimism before and after September 11th continues to be extremely positive -- which is even more remarkable at a time when the national economy is emerging from a recession.

Question: "How do you feel about doing business in the District today?"

Prior to September 11, 2001	82% positive
September 12, 2001 to May 2002	83% positive



Tourism In The District Springs Back

Washington, DC Hotel Occupancies Outpace National Average

An unprecedented collaboration between many organizations and businesses has resulted in Washington, DC experiencing a sooner-than-expected recovery, with hotel occupancies and average rates outpacing many other cities across the country. During the month of April, hotel occupancies averaged nearly 80%, while national occupancies hovered around 62%; Average daily rate in District hotels averaged \$142 compared to the national average of \$76.82.

In the Ernst & Young LLP 2002 National Lodging Forecast Washington, DC report, 2002 estimated performance indicated increasing average daily rate and occupancy.

District Partnerships Mark Tourism Recovery

Cooperative promotions through the fall and winter included "Be a Tourist in Your Own Hometown," "Restaurant Week," "Holiday Homecoming" and focused on bringing regional and city residents to visit, stay and dine in the city.

The collaborations continue into the summer with the District's first citywide cultural tourism initiative. During June, July and August, Washington, DC will honor one of history's most beloved and popular First Ladies through Jacqueline Kennedy's Washington – A Citywide Celebration, produced and organized by the

Washington, DC Convention and Tourism Corporation and the DC Heritage Tourism Coalition. Full details about the program can be found at www.washington.org.

The city will not only be "wacky for Jackie" this summer. It is "Party Time" in the District this summer as 200 donkeys and elephants take to the streets in DC's largest public arts program ever. The effort, which is led by the DC Commission on the Arts & Humanities, is also garnering support from the tourism industry.

Strong Bookings Validate Convention Center's Economic Impact Promise

When the new Washington Convention Center opens in April 2003, the stunning new 2.3 million square foot Center will have fulfilled its projected role as the most significant economic development engine in the history of the District of Columbia.



"Party Time" for Mayor Anthony Williams and First Lady Laura Bush as they unveil the City's largest public art project.

The facility is already surpassing anticipated bookings. In the first five years of operation, the new Washington Convention Center will generate \$836.7 million in spending. In the first year alone there are 30 conventions, tradeshow and events booked. These events have a combined estimated economic impact of \$215 million.

Small Construction Business Training Series

The District of Columbia Government has teamed up with Carr-America, Clark Construction, the Gifford Corporation, the African-American Real Estate Professionals, the DC Building Industry Association and the Greater Washington Board of Trade to sponsor a small business training series. This training, a component of the Mayor's small business outreach initiative, will concentrate on the essential business skills required to compete in today's exploding building industry market.

The first of the three session series looked at overall business skills and included estimating, staffing, bonding and insurance and purchasing.

The next sessions will be held on June 19th and August 22nd in Room 1030S at the One Judiciary Square Building, from 7:00-9:00pm. The June 19th session will provide an overview on how the general contractor works, marketing and networking, diversity of personnel and lessons learned. The August 22nd session focuses on financing and will look at lines of credit and types of loans, joint ventures and business plans. To register or obtain more information, please contact Rose Lindsay at (202)727-0991 or rose.lindsay@dc.gov.

Bizbyte

In a period when downtown office vacancies have risen to the highest levels in five years - over 13%, Washington's 7.8% vacancy rate for the second quarter 2002 was the lowest in the markets tracked by Cushman & Wakefield. Only midtown New York with 9.3% and Houston at 9.8% had vacancy rates under 10%.



Heart of Our Nation: Washington, DC 2012 Campaign



City designation by the United States Olympic Committee (USOC) in November. Washington is one of four remaining cities (Houston, New York City and San Francisco) vying to host the 2012 Olympic and Paralympic Games. The theme of the campaign is symbolic of Washington, DC's stature as a world capital, major sports mecca and historic and cultural center.

In April, Dan Knise, president and CEO of the Washington, DC 2012 Coalition submitted an addendum to the Washington, DC 2012 proposal

Washington, DC 2012 has launched a new marketing campaign, "Heart of Our Nation...Host to the World," to help the District of Columbia secure the U.S. Candidate

at the direction of the USOC. The Bid Addendum highlights three key components: improving the venue plan, developing a proposed international strategy and detailing the approach for the Paralympic Games.

The bid modification also highlights plans to create a multi-faceted Olympic Sports Complex (OSC) on the RFK Stadium site. Located on the eastern end of Washington, DC's monumental axis, the OSC will be the centerpiece of the 2012 Games. The site will include venues for six sports – Athletics, Aquatics, Boxing, Beach Volleyball, Team Handball, Archery – and room for extensive sponsor pavilions and spectator entertainment. The Main Media Center will be housed in a temporary facility adjacent to the OSC.

"The festival atmosphere created by multiple sports in one location combined with the public spaces and the waterfront location will make the Olympic Sports Complex a truly unforgettable

Olympic site," said Bobby Goldwater, President and Executive Director of the DC Sports & Entertainment Commission and consultant for the DC 2012 regional bid.

The plan maintains a number of sports in Baltimore and elsewhere in Maryland including Baseball, Cycling, Gymnastics, Modern Pentathlon, Sailing, Shooting, Soccer, Softball, Triathlon and Volleyball as well as in Northern Virginia, which will host events such as Basketball, Canoe/Kayak, Equestrian and Water Polo. Nine sports will move to new venues. These moves reduce travel time almost 45% from the Olympic Village to the venues, put 85% of the venues within one mile of a rail transit station and enhance pedestrian access to the venues. For more information, go to www.wbrc2012.org.

Market Drill Down Continued from page 2

In Columbia Heights/Petworth, the Neighborhood Market Drill Down found:

■ 51% larger population Census 2000 findings: 78,272 (Drill Down) vs. 51,823 (Census 2000)

■ Contrary to Census 2000, the market has increased 55.9% vs. Census 2000 at 3.2% increase in size in residential population over Census 1990.

■ The Columbia Heights/Petworth community is home to a large foreign-born population. More than 44,3000 residents (56.6%) were born outside the United States. El Salvador, the Caribbean and West Africa are the primary places of origin.

■ Aggregate household income is \$58,752 (Drill Down) vs. \$43,606 (Census Upgrade). 34.7% variance is primarily due to the Drill Down inclusion of a cash economy projection that averages \$10,000 per household in this market.

Columbia Heights/Petworth Retail Market Opportunity

■ Adjusted aggregate market income is \$1,453,056,987.

■ Local buying power (based on the CES model of disposable income available after housing, taxes, utilities and transportation) totals \$612,754,131.

■ Total retail sales in the market in 2000 were \$188,750,000. This represents a gap of at least \$424,004,131; or \$424,004,131 in local buying power that is being spent outside of the market, due in part to the absence of quality retailers serving the market.

■ On average each household spends \$17,144 outside the market.



Office of the Deputy Mayor for Planning and Economic Development

1350 Pennsylvania Avenue, NW, Suite 317
Washington, DC 20004

202-727-6365 Phone

202-727-6703 Fax

www.dcbiz.dc.gov